

PR

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# THE COMMS CURE TO COVID-19

Crisis Communication Blueprint  
for Small Businesses

Part 1

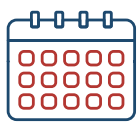




# 3+1 TIPS TO KEEP IN MIND WHEN COMMUNICATING AMID COVID-19

This is the tipsheet for the first part of "The Comms Cure to Covid-19". It helps you navigate your communications during this uncertain time.

To keep your audience posted at times when the information keeps changing rapidly, follow these four tips:



1

**KEEP YOUR REGULAR ROUTINE OR  
STAY AS CLOSE TO IT AS YOU CAN**

Do your best to still show up regularly on your platforms and keep your followers informed. Is your business closing for a while or still running but with limited hours? How do the official guidelines from the government affect your business?



2

**TELL PEOPLE WHEN YOU WILL HAVE  
MORE INFORMATION**

Many decisions will depend on official announcements that are released anytime, so while you still don't know for sure, it is alright to let your team and clients know. Inform them when they will hear back from you



3

**LET PEOPLE KNOW HOW THEY CAN  
GET IN TOUCH WITH YOU**

Let your audience know that your customer service is still available and that you can be contacted through your preferred channels. If you need to dial down business hours or even manpower, then also inform them of possible delays or longer time to respond than usual.



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## THINK ABOUT RELEVANCY

A bonus tip: if you're not a news site, you don't need to share every piece of information that comes up. Think about what's relevant to your followers.

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## WHO AM I TO TELL YOU THIS?



My name is Pauliina, with 2 "I"s as my blog name emphasizes.

I've been working as a journalist, copywriter, and communications consultant for small businesses for more than 15 years now.

During those years I've guided many small and medium businesses through successes and crises, and today I want to share my best tips and strategies with you.